

**In the Claims**

1           1.     [Original] An article of manufacture comprising:  
2           a processor-usable medium having processor-useable code embodied  
3     therein and configured to cause processing circuitry to perform steps  
4     comprising:  
5           providing a marketing message intended for an image forming  
6     device user from a party other than a provider of a consumable;  
7           monitoring an association of a consumable with an image forming  
8     device; and  
9           enabling communication of the marketing message to the image  
10    forming device user responsive to the monitoring.

1           2.     [Original] The article of claim 1 wherein the monitoring comprises  
2     monitoring coupling of the consumable and the image forming device.

1           3.     [Currently Amended] The article of claim 1 wherein the enabling  
2     comprises ~~storing~~ accessing the marketing message ~~upon~~ from a memory device  
3     of the consumable.

1           4.     [Currently Amended] The article of claim 1 wherein the enabling  
2     comprises ~~storing~~ accessing an identifier of the marketing message ~~upon~~ from a  
3     memory device of the consumable.

1           5.     [Original] The article of claim 1 wherein the enabling comprises  
2     communicating the marketing message to the image forming device.

1           6.     [Original] The article of claim 1 wherein the providing comprises  
2     providing the marketing message comprising a message unrelated to the  
3     consumable and unrelated to the image forming device.

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1           7.     [Original] The article of claim 1 wherein the code is further  
2 configured to cause the processing circuitry to perform the step including  
3 offering the marketing message to parties other than providers of the  
4 consumable and the providing is responsive to the offering.

1           8.     [Currently Amended] A marketing method to image forming device  
2 users comprising:  
3           providing a consumable usable in an image forming device to form hard  
4 images and usable to enable a marketing function with respect to image forming  
5 device users;  
6           making available the marketing function to other parties apart from a  
7 provider of the consumables;  
8           receiving an indication regarding a desirous party to utilize the marketing  
9 function;  
10          enabling ~~[[a]]~~ the marketing function for the desirous party using the  
11 consumable; and  
12          initiating the marketing function after the enabling.

1           9.     [Original] The method of claim 8 wherein the initiating the  
2 marketing function comprises communicating a marketing message for the  
3 desirous party using the image forming device.

1           10.    [Original] The method of claim 9 wherein the communicating  
2 comprises communicating the marketing message comprising a message  
3 unrelated to the consumable and unrelated to the image forming device.

1           11.    [Original] The method of claim 8 wherein the initiating comprises  
2 communicating a marketing message using an image forming device.

1           12.    [Original] The method of claim 8 further comprising detecting a  
2 triggering event with respect to the consumable, and wherein the initiating is  
3 responsive to the detecting.

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1           13    [Original] The method of claim 12 wherein the initiating comprises  
2   communicating a marketing message.

1           14.   [Original] The method of claim 12 wherein the detecting the  
2   triggering event comprises detecting coupling of the consumable with an image  
3   forming device.

1           15.   [Original] The method of claim 12 wherein the detecting the  
2   triggering event comprises detecting a condition of the consumable reaching a  
3   predetermined level.

1           16.   [Original] The method of claim 8 wherein the providing the  
2   consumable comprises providing the consumable configured to enable the  
3   marketing function comprising communication of a marketing message  
4   associated with the desirous party, and the consumable comprises a memory  
5   device configured to store the marketing message, and the enabling comprises  
6   storing the marketing message using the memory device and the initiating  
7   comprises accessing the marketing message from the memory device and  
8   communicating the marketing message using the image forming device after the  
9   accessing.

1           17.   [Original] The method of claim 8 wherein the consumable  
2   comprises a memory device, and the enabling comprises storing an identifier  
3   within the memory device to identify the marketing function for the desirous  
4   party, and the initiating comprises accessing the identifier, and further  
5   comprising:  
6           associating the consumable with an image forming device;  
7           first communicating the identifier externally of the image forming device  
8   to identify the marketing function comprising a marketing message for the  
9   desirous party after the associating;  
10          receiving a marketing message within the image forming device  
11   responsive to the first communicating; and  
12          second communicating the marketing message using the image forming

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13 device.

1 18. [Currently Amended] The method of claim 8 wherein the enabling  
2 comprises monitoring the consumable utilizing an external device with respect to  
3 the image forming device, and further comprising detecting a status of the  
4 consumable reaching a predetermined status, and wherein the initiating the  
5 marketing function comprises forwarding a marketing message to the image  
6 forming device utilizing the external device responsive to the detecting the  
7 status, and further comprising communicating the marketing message using the  
8 image forming device responsive to the detecting the status.

1 19. [Currently Amended] The method of claim 8 wherein the making  
2 available comprises offering electrical storage space of a memory device of a  
3 consumable to the other parties.

1 20. [Original] A marketing method to printer users comprising:  
2 providing a consumable usable in a printer to print hard images and usable  
3 to enable communication of a marketing message with respect to printer users;  
4 offering the contents of the marketing message to other parties apart  
5 from a provider of the consumables;  
6 receiving an indication regarding a desirous party to utilize the marketing  
7 message;  
8 enabling a marketing message for the desirous party using the  
9 consumable and wherein the marketing message is unrelated to the printer and  
10 unrelated to the consumable;  
11 detecting a triggering event with respect to the consumable after the  
12 associating; and  
13 initiating communication of the marketing message using the printer  
14 responsive to the detecting.

1 21. [New] The article of claim 1 wherein the enabling comprises  
2 enabling responsive to the monitoring detecting the association comprising  
3 installation of the consumable within the image forming device.

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1        22. [New] The method of claim 8 wherein the enabling comprises  
2 storing electrical data related to the marketing function using an electrical  
3 memory device of the consumable.

1        23. [New] The method of claim 8 wherein the enabling the marketing  
2 function comprises storing a marketing message in the form of electrical data  
3 using an electrical memory device of the consumable.

1        24. [New] The method of claim 17 wherein the enabling comprises  
2 storing electrical data of the identifier within the memory device comprising an  
3 electrical memory device configured to store the electrical data.

1        25. [New] The method of claim 20 wherein the initiating  
2 communication comprises initiating printing of the marketing message using the  
3 printer.

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